

Date:

25-Sep-12

TO:

Susie Toma
Cheryl Long

FROM:

Dawn Tavoletti

RE:

Political Rebate

Candidate: Smith

Week of: 9/17 - 9/23

Contract Number: 330729 - HL6309407

copy:

Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

Dayparts:

| Line # | ordered | Length | rate paid | Rate Section | # of spots | LUC | Rebate amount |
|--------|-----------------|--------|-----------|--------------|------------|-------|---------------|
| 20 | 12-1230P Mon | :30 | \$275 | 5 | 1 | \$225 | \$50 |
| 23 | 6-7A Mon | :30 | \$575 | 5 | 1 | \$500 | \$75 |
| 30 | 10-11A Mon | :30 | \$250 | 5 | 1 | \$225 | \$25 |
| 35 | 1135P-1237A Mon | :30 | \$500 | 5 | 1 | \$350 | \$150 |

TOTAL REBATE (Gross)
(Net)

\$300
\$255.00



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ RTV

☐ WPXI.com

☐ WPXI Mobile



Agency SCRIP
Client Pol. Tom Smith
Campaign/Title State Senate

Write-up Date 9/25/12
Requested By J. Tavoletti
Resolution Date _____

Reason:

Customer Deduction _____
Sales Person Error _____
Billing Error _____
Traffic Error _____
Separation/Scheduling Problem _____
Late Run _____
Other ☒ _____

Reference:

Invoice No. _____
Invoice Date _____
Contract No. 330729

Explanation of Adjustments by Requestor: LUC - per attached

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 300.00 Debited: \$ _____
NET Amount to be Credited: \$ 255.00 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____
2. Local/National Sales Manager: J. Tavoletti Approved ☒ Date 9/25/12
3. General Sales Manager: _____ Approved _____ Date _____
- General Manager (Over \$5000): _____ Approved _____ Date _____
4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 330729

Schedule Dates 09/12/12-09/17/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - Federal Candidate (1067)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID, BETSY
Phone/Fax /
CPE 11/37/259
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 9/12
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/10/12
Last Modified 09/13/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06309407
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,188.75
Net Total \$40,736.25
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month

| Spots | Rate |
|---------------------|-----------------------|
| Sep. 2012 | \$47,925.00 |
| Grand Total: | 65 \$47,925.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|-------------------------|------------|-------------------|---------------------|---------|
| 13.1 | Normal Line / Prime | 09/17/12-09/17/12 | 4 | :30 | 7:57P- The Voice 8-10P | 1 | | | | | | | | 1 | \$3,500.00 | \$3,500.00 | Pittsburgh (WPXI) | THE VOICE 8-10P/13 | 9/11/12 |
| 14.0 | Normal Line / Spot | 09/15/12-09/15/12 | 5 | :30 | 10:59P- CHANNEL 11 NEWS AT 11P | | | | | | 1 | | | 1 | \$1,450.00 | \$1,450.00 | Pittsburgh (WPXI) | LATE NEWS/14 | 9/10/12 |
| 15.0 | Normal Line / Spot | 09/15/12-09/15/12 | 5 | :30 | 8A- 10:30A (EST) | | | | | | | 1 | | 1 | \$275.00 | \$275.00 | Pittsburgh (WPXI) | NEWS 8A-1030A/15 | 9/10/12 |
| 16.0 | Normal Line / Spot | 09/16/12-09/16/12 | 5 | :30 | 11:30P- Channel 11 News Following Football 1130P | | | | | | | | 1 | 1 | \$1,700.00 | \$1,700.00 | Pittsburgh (WPXI) | LATE NEWS AFTER FB/ | 9/10/12 |
| 17.0 | Normal Line / Spot | 09/16/12-09/16/12 | 5 | :30 | 8A- 10A (EST) | | | | | | | | 1 | 1 | \$275.00 | \$275.00 | Pittsburgh (WPXI) | NEWS 8-10A/17 | 9/10/12 |
| 18.1 | Normal Line / Prime | 09/13/12-09/13/12 | 4 | :30 | 7:57P- Americas Got Talent 8-10P | | | | | 1 | | | | 1 | \$4,000.00 | \$4,000.00 | Pittsburgh (WPXI) | ACT 8-10P/18 | 9/11/12 |
| 19.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 10:59P- CHANNEL 11 NEWS AT 11P | | | | | | | | | 1 | \$1,350.00 | \$1,350.00 | Pittsburgh (WPXI) | LATE NEWS/20 | 9/10/12 |
| 20.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 11:59A- Channel 11 News AT Noon | | | | | | | | | 1 | \$225.00 225 | \$275.00 | Pittsburgh (WPXI) | LATE NEWS/20 | 9/10/12 |
| 21.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 5P- 5:30P (EST) | | | | | | | | | 1 | \$575.00 | \$575.00 | Pittsburgh (WPXI) | NEWS 5-530P/22 | 9/10/12 |
| 22.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 6P- 6:30P (EST) | | | | | | | | | 1 | \$775.00 | \$775.00 | Pittsburgh (WPXI) | NEWS 6-630P/23 | 9/10/12 |
| 23.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 5:59A- Channel 11 News 6am | | | | | | | | | 1 | \$575.00 500 | \$575.00 | Pittsburgh (WPXI) | NEWS 6-7A/24 | 9/10/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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CPE 11/37/259
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|------|--------------------------------|-------------------|-----|--------|-------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------|-----------------|---------|
| 24.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 6:59p- Jeopardy | 1 | 1 | | | | | | | 1 | \$1,250.00 | \$1,250.00 | Pittsburgh (WPXI) | JEOP 7-730P/25 | 9/10/12 |
| 25.1 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 7A- 8A (EST) | 2 | 2 | | | | | | | 2 | \$475.00 | \$950.00 | Pittsburgh (WPXI) | TODAY 7-8A/26 | 9/12/12 |
| 26.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 7:30P- WHEEL OF FORTUNE | 1 | 1 | | | | | | | 1 | \$1,250.00 | \$1,250.00 | Pittsburgh (WPXI) | WHEEL 730P/27 | 9/10/12 |
| 27.0 | Normal Line / Spot | 09/14/12-09/14/12 | 5 | :30 | 10A- Ellen | | | | | 1 | | | | 1 | \$250.00 | \$250.00 | Pittsburgh (WPXI) | ELLEN/1 | 9/12/12 |
| 28.0 | Normal Line / Spot | 09/14/12-09/14/12 | 5 | :30 | 11:34P- TONIGHT SHOW | | | | | 1 | | | | 1 | \$500.00 | \$500.00 | Pittsburgh (WPXI) | TONIGHT/3 | 9/12/12 |
| 29.0 | Normal Line / Spot | 09/14/12-09/14/12 | 5 | :30 | 4P- Judge Judy 4p | | | | | 1 | | | | 1 | \$300.00 | \$300.00 | Pittsburgh (WPXI) | JUDY 4P/5 | 9/12/12 |
| 30.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 10A- Ellen | 1 | 1 | | | | | | | 1 | \$250.00 | \$250.00 | Pittsburgh (WPXI) | ELLEN/19 | 9/12/12 |
| 31.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 8A- 9A (EST) | 1 | 1 | | | | | | | 1 | \$425.00 | \$425.00 | Pittsburgh (WPXI) | TODAY 8-9A/31 | 9/12/12 |
| 32.0 | Normal Line / Spot | 09/15/12-09/15/12 | 5 | :30 | 6P- CHANNEL 11 NEWS | | | | | | 1 | | | 1 | \$475.00 | \$475.00 | Pittsburgh (WPXI) | NEWS 6-630P/32 | 9/12/12 |
| 33.0 | Normal Line / Spot | 09/15/12-09/15/12 | 5 | :30 | 7P- Jerome Betts 7-730P | | | | | | 1 | | | 1 | \$500.00 | \$500.00 | Pittsburgh (WPXI) | BETTS 7-730P/ | 9/12/12 |
| 34.0 | Normal Line / Spot | 09/15/12-09/15/12 | 5 | :30 | 7:30P- Hines Ward Show 730-8P | | | | | | 1 | | | 1 | \$425.00 | \$425.00 | Pittsburgh (WPXI) | HINES 730-8P/34 | 9/12/12 |
| 35.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 11:34P- TONIGHT SHOW | 1 | 1 | | | | | | | 1 | \$500.00 | \$500.00 | Pittsburgh (WPXI) | TONIGHT/35 | 9/12/12 |
| 36.0 | Normal Line / Spot | 09/17/12-09/17/12 | 5 | :30 | 4P- Judge Judy 4p | 1 | 1 | | | | | | | 1 | \$300.00 | \$300.00 | Pittsburgh (WPXI) | JUDY 4P/36 | 9/12/12 |

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Accepted-Station:

Date:

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